

ABSTRACT OF THE DISCLOSURE

Disclosed is a composition suitable for atomizing without excessive aerosolization in the form of an oil-in-water emulsion comprising: a) a continuous aqueous phase, and b) a discontinuous oil phase wherein the rheology of the aqueous phase is modified by the addition of a water-in-oil emulsion comprising: i) a high molecular weight polymer in a discontinuous aqueous phase, and ii) a continuous organic solvent phase. Preferred embodiments of the present invention relate to compositions for softening an absorbent paper tissue comprising a) a quaternary ammonium softening active ingredient; b) an electrolyte; c) a high molecular weight polymer emulsion comprising: i) from about 20% to about 40% by weight of the premix of a high molecular weight polymer; ii) from about 40% to about 60% of water; and iii) from about 20% to about 40% of an organic solvent; and d) a vehicle in which said softening active ingredient is dispersed..